

# M.Sc. in Business of Fashion

MQF Level 7 | 90 ECTS





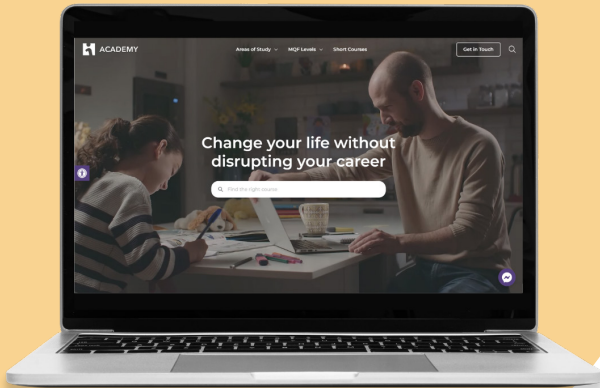
ACADEMY



## ABOUT US

Founded in 2005 as IDEA Leadership and Management Institute, IDEA Academy has since evolved into one of Malta's leading higher education institutions accredited by the Malta Further and Higher Education Authority. We offer a selection of accredited, industry-led programmes in a wide variety of fields, from foundation programmes right up to doctorate.

Our mission is to provide quality, industry-driven education to adult students who are already practitioners and professionals. In doing so, we adopt a student-centric blended approach to learning that is flexible and allows one to balance between personal, professional, and student life.



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# M.Sc. in Business of Fashion

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## COURSE DESCRIPTION

The global fashion market is approximately worth 2 trillion Euro each year, representing 2 per cent of the world's Gross Domestic Product. In such a rich and highly competitive industry, fashion designers, product managers, and fashion marketing and communication professionals cannot work independently.

This Master of Science in Business of Fashion aims to equip you with an in-depth understanding of the fashion industry, including its development, its sociological, economic and cultural aspects, as well as glance forward into future developments in the fashion business.

This programme will also develop your business management and data handling skills. Additionally, it will provide you with an appreciation for the complexities related to the fashion industry, whilst fostering the development of judgemental abilities and soft skills that are crucial for successfully navigating the industry.

You can also tailor the programme to reflect your particular interests or career aspirations by specialising in one of three areas: Fashion Management, Sustainable Fashion or Fashion Marketing.

## CAREER PATHS

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The possible positions for which this programme aims to prepare you for include, but are not limited to:

- fashion marketing and brand manager;
- product manager;
- fashion events manager;
- fashion advertising manager;
- design studio manager/managing director.

## TARGET AUDIENCE

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The target group covers, but is not limited to:

- professionals seeking a career in the fashion industry;
- professionals already working in the fashion industry who aim to gain a postgraduate qualification and a specialisation in Fashion Management, Fashion Sustainability or Fashion Marketing;
- Level 6 graduates interested in strengthening both their professional and academic credentials, thus preparing them for a higher-level qualification.

## ENTRY REQUIREMENTS

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Candidates who apply for this course must possess one of the following:

- a Level 6 degree in a related field;

OR

- a Level 5 diploma or higher diploma and 5 years' work experience in a supervisory or managerial role.

## STRUCTURE & ASSESSMENT

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This programme may be followed on a part-time basis. The programme comprises a total of 10 modules. The method of assessment is assignment-based.

### The course comprises:

- 6 lectures per module;
- 3-hour lectures;
- 12 hours of guided learning, presentations, comprising synchronous online discussions, tutorials and/or videos;
- Self-study hours comprising research, reading and assignment work.

## COST

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Reading for the entire Master of Science (M.Sc.) in Business of Fashion as presented in this brochure costs €10,500.\*

Upon successful completion of this course, students will be eligible for a 70% refund of the cost through the 'Get Qualified' scheme.\*\*

Due to the modular structure of the course, you may also opt to take individual modules as stand-alone. The entry requirements still apply.\*\*\* .

\* Prices are applicable to students who already reside in Malta at the time of the application.

\*\* Terms and Conditions apply.

\*\*\* For the price of individual modules, please contact the IDEA Academy team.

## PROGRAMME OUTLINE

MODULE/UNIT TITLE	COMPULSORY OR ELECTIVE	ECTS
1. Development of Fashion and Costume	Compulsory	6 ECTS
2. Trends and Forecasting	Compulsory	6 ECTS
3. The Sociology of Fashion	Compulsory	6 ECTS
4. Alternative Fashion	Compulsory	6 ECTS
5. Research Methods	Compulsory	6 ECTS
6. Fashion Entrepreneurship	Fashion Management Specialisation	6 ECTS
7. The Fashion Economics and Finance Management		6 ECTS
8. Managing Fashion Teams		6 ECTS
9. Artificial Intelligence as a New Tool in Fashion Mangement		6 ECTS
10. Supply Chain Management in Fashion		6 ECTS
11. Sustainable Fashion	Sustainable Fashion Specialisation	6 ECTS
12. Product Lifecycle		6 ECTS
13. Sourcing Materials and New Technology		6 ECTS
14. Economics and Sustainability		6 ECTS
15. Communications for Sustainable Fashion		6 ECTS
16. Consumer Insights and Fashion	Fashion Marketing Specialisation	6 ECTS
17. Marketing Management in Fashion		6 ECTS
18. Fashion and Integrated Marketing Communications		6 ECTS
19. Marketing Analytics		6 ECTS
20. Fashion Events Management		6 ECTS
21. Dissertation	Compulsory	<b>30 ECTS</b>

You are required to complete all 5 compulsory modules (30 ECTS), and only 1 selected area of specialisation with 5 specialisation modules (30 ECTS), as well as the dissertation (30 ECTS) to fulfil the requirements of this master's degree.

**Total credits: 90**





[mt.ideaeducation.com](https://www.mt.ideaeducation.com)

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